

## **STRATEGIC PLAN:**

### **PURPOSE**

The California Arts Council was established in January 1976 to encourage artistic awareness, participation and expression; to help independent local groups develop their own arts programs; to promote the employment of artists and those skilled in crafts in both the public and private sector; to provide for the exhibition of art works in public buildings throughout California; and to enlist the aid of all state agencies in the task of ensuring the fullest expression of our artistic potential.

### **VISION**

The California Arts Council is working for a broad public understanding of, and appreciation for, the positive impact the arts play in enriching cultural, economic, and intellectual life in our communities and schools.

The California Arts Council is dedicated to championing the expansion of the arts; artistic excellence; access to the arts for all residents of the state; equitable resource allocation across geographic and cultural segments; integration of the arts into the educational curriculum as part of life-long learning; building cultural bridges between California and other nations; advocacy for adequate funding support; preservation and advancement of the state's diverse artistic and cultural heritage; and, collaboration with the state's public and private sectors.

### **MISSION**

To advance California through the arts and creativity.

## **STRATEGIES:**

### **A. Art and the Public Interest**

#### **1. Increase access to the arts for all segments of the population**

- a. Promote facilities development, maintenance and expansion for all arts disciplines in all areas of the state.
- b. Insure the equitable geographic distribution of available funds.
- c. Promote programs for the acquisition and exhibition of public art throughout the state.

#### **2. Champion the state's rich artistic and cultural diversity**

- a. Develop programs and services that celebrate and reflect the growth of California's global cultural heritage and current population distribution, including California's indigenous nations.
- b. Establish programs and services for the next generation of California's diverse artistic community.

- c. Promote programs to protect and expand California's folk arts traditions.

**3. Support lifelong learning of, and in, the arts.**

- a. Support mechanisms to include the arts as a core subject in K-12 classes in every school in the state as a requirement for graduation and university / college admission.
- b. Promote adoption of the state standards (and future assessment) in the visual and performing arts, and the training and credentialing of arts teachers.
- c. Promote sequential, curriculum based arts education available to every child and the means necessary for local school districts, administrators and teachers to meet such requirements.
- d. Identify and promote after school programs and services for underserved, youth-at-risk, and the general child population of the state.
- e. Develop and promote arts education programs and services for seniors and the general population – including school, community, institutional, and business based artists-in-residencies.

**4. Protect and preserve California's cultural heritage**

- a. Collaborate with local and state humanities and heritage organizations, parks departments, libraries and other public and private sectors to promote the preservation of California's culture and heritage.

**5. Develop ongoing public policy positions relative to arts, culture and creativity.**

- a. Provide opportunities for artists, arts constituencies, stakeholders, the academic community and the public to participate in the process of policy development.

**B. Artist and Arts Organizations**

**1. Stabilize and expand the capacity of arts organizations and arts provision in California.**

- a. Advocate for adequate, sustained, on-going public (at a level competitive with the per capita support of other states) and private revenue streams to fund the arts.
  - i. Identify, support and pursue mechanisms to improve the financial stability of artists and arts providers.
  - ii. Educate and inform the public, media and elected officials as to the positive impact and public value of the arts.
  - iii. Support infrastructure mechanisms that provide all segments of the arts with a voice in the decision-making process relative to the arts.
- b. Provide and facilitate the provision of technical assistance and professional development to increase the managerial capacity of arts providers.

- i. Provide support and promote advanced skills acquisition in the marketing and other arenas.
    - ii. Promote increased media coverage of the arts and the value of the arts.
  - c. Establish programs to recruit and train future arts administrators and leaders.
  - d. Foster and facilitate research and program evaluation that enables the arts community to more effectively design, implement and manage programs, and effectively make the case for the public value of the arts.
  - e. Provide communications, networking and information sharing mechanisms, opportunities and technical support.
  - f. Convene and support gatherings of arts and other leaders to consider and address issues facing the arts and culture communities.
- 2. Support California Artists and promote opportunities for artistic expression and artist's employment**
- a. Work with business and industry to provide jobs for artists in every creative discipline with a focus on the entertainment and high-tech industries.
  - b. Partner with the tourism industry to promote cultural tourism in California.
  - c. Support artist touring, exhibiting and presenting in California.
  - d. Establish protocols to assess the needs of California Artists and develop programs and services to address those needs.
- 3. Promote artistic excellence**
- a. Continue to maintain effective procedures for the peer review of artistic merit.
  - b. Support opportunities to achieve artistic excellence.

## **C. Arts Partners**

- 1. Foster public and private partnerships and strategic alliances for the advancement of the state's arts and culture.**
- a. Establish outreach programs to partner with diverse constituent groups – including business, civic, service, and government / interagency relationships.
- 2. Build cultural bridges between California and other nations.**
- a. Promote California's rich artistic and cultural diversity as a means to advance international understanding, acceptance and cooperation.
    - i. Identify and communicate with key partners in other nations to develop, strengthen and promote dialogue and programs.
  - b. Promote California's artistic excellence and diversity as a means to promote trade and commerce.